

Social media are the miracle of internet technology which is the easier source of connection between people from other countries. This can be a best tool for the promotion of the national culture of a country worldwide without spending money. Active students who are active users of social media can play a key role to do this task very well.

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NEW TARGET GROUPS AND TOOLS IN BUSINESS AND SOCIAL COMMUNICATIONS

Abstract

The article describes the new target groups and communication methods and vehicles in the on-line business and social communications. Instead of the "X", "Y" and "Z" generations we focus on digital natives and digital immigrants. Digital natives are different because of neuroplasticity. They influence their parents with so called reserved socialization. Up-to-date communication is based on POE theory of integrated communications. "Traditional" web sites should be transformed into responsive sites with flat design. The article gives important basic rules and tools which companies and institutions should keep in mind for on-line communication.

Keywords: digital natives, digital immigrants, Web2, social media, content marketing, POE theory, New Folklore.

The business and social communication has changed dramatically in the last decade.

The major components of the changes are, as follow:

1. New groups have been join the target audiences;
2. The behavior and the media use of the "traditional" target audience changed;
3. New communications vehicles were developed and became widely used;
4. Therefore there are new tools in order to reach the target audience;
5. So, the results are: different messages, different wording – and different communications speed.

Let's see the changes in details!

Targeting. The generations of the last decades were labeled with characters: generations "X", "Y", "Z" and alfa. According to the mentioning the generation Y covers the youngsters born in 1985 -- 2000; the generation Z was born after 2000 to 2005; and the "alfa" generation was born after 2010.

I think it is a useful access in general, but it doesn't express the bottom line: the relations to the new communications tools. There are several differences within the generations: for example the usage of digital equipment, which is depending on the social situation of the families. Middle class+, urban families give small computers, tablets, smart phones to their children – first to play with, later to use (In the USA they are mostly under middle class and over). Poor families (mostly on countryside) cannot afford all of these. Furthermore urban families have access to broadband internet lines; on the countryside it's not so easy.

In my opinion it's much better to talk about digital natives and digital immigrants. Who are they? According to Prensky: "Today's students – K through college – represent the first generations to grow up with this new technology. They have spent their entire lives surrounded by and using computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of the digital age. Today's average college grads have spent less than 5,000 hours of their lives reading, but over 10,000 hours playing video games (not to mention 20,000 hours watching TV). Computer games, email, the Internet, cell phones and instant messaging are integral parts of their lives."

Consequently, digital immigrants are from partly the older generations, partly from the Y, Z generations, who had no access to digital equipment in their childhood.

Digital natives are "different". They

- used to get information very quickly – so they don't like learning too much (they find everything on-line);
- think that information equals knowledge;
- like multitasking (on their computer there are many windows open);
- like pictures and videos instead of texts;
- use "emoicons" and other icons instead of texting;
- use a specific language (e.g. sms-text, "net-latin");
- don't panic if the information was non-linear, or random;
- are keen on on-line networking – they are on-line connected all day, especially now with smart phones and tablets;
- are last-minuters;
- change very easy workplace, style, daily routine.
- In short: digital natives want easy self-expression, instant happiness and permanent contact with the community.

Some researchers call them "screenagers" [3, p. 2-3.].

But there is something in the background which makes all these changes possible. The phenomenon is, from Norman Doidge: "neuroplasticity" [4. p. 11].

According to "neuroplasticity" our brain is able to change its working processes. The brain processes are very different between the taxi drivers in London and in New York. London has a very difficult structure, and taxi drivers must take exam for the license. They must know all the streets. The street structure New York is must more simple, and drivers got GPS very early. Deep brain tests showed up that the brain processes are different between the two groups.

The digital natives are different, but they're producing a brand new effect. It is called the "reserved socialization" [1, p. 6-7.]. What does it mean?

Over the times it was the basic rule that the elder one teach the youngsters. Elderly people knew the social rules, the technological knowledge, the everyday wisdom, etc. The young ones were the follower, they learned from the older generation. Now this basic rule starts to be broken. There is much learning, where the digital natives are much more experienced, than the older ones. Young ones teach the fathers, mothers, grandparents to handle smart phones, computer, tablets, they teach the older to use emailing, Word, Skype, etc. This is reversed socialization.

This process goes further. Youngsters teach how to live in the community of Facebook, Twitter. They teach the parents the up-to-date fashion, music, phrasing. If I want to sell “chia seeds” to mom, I’ll communicate with her daughter – and she’ll show it to mom, how to use it, and why it worth is to buy.

2. Changes in strategy and tools

The classical communication has divided itself in two major areas: marketing communication and public relations. Companies run these two areas more or less independently. Since the years as of 2000 a new philosophy has been arising: the POE idea: P, as Paid; o, as Owned, and E, as Earned. Some companies, like Coca Cola use the PESO model. They split the Owned into two parts, Owned and Shared.

This new model use unifies the communications tools under one “umbrella” plan. The marketing communication, public relations, inner communication, event marketing and content marketing are planned and executed in a common communications strategy. POE means:

- Paid: advertising, advertorials, infomercials, event sponsoring, printed leaflets, catalogues, etc.
- Owned: web site, Web2 tools, inner communication tools like intranet, online questionnaires, online direct mailing, event marketing, inner events, conferences, etc.
- Earned: media relations, news generating, media briefings, one-to-ones, panel discussions, written articles (by-liners), etc.

With the application of POE idea the messages and the timings are harmonized. Companies can spare costs with changing the paid and non-paid tools, and they can organize continuous communication on the Web and social media surfaces. This way has more advances for the institutions and companies, e.g. the synergic effects, cost reduction, target-group-specific messaging.

Web1 has been used general since 1990; Web2 (social media) has been used since about 2000. Facebook is sweeping also in Russia, although there are other popular social media sites in this country, like vKontakte, Odnoklassniki and others (Table 1.):

Table 1.

The market share between Facebook users and non-Facebook users

Facebook Market Share (Users): Russia						
<i>Millions, Percent</i>						
07-Apr-13						
Users (Unique Individuals)	2012	2013	2014	2015	2016	2017
Facebook Users	7	9	10	11	12	13
Non-Facebook Users	58	59	61	63	64	66
All Social Networking Users	64	68	71	74	77	79
Market Share						
Facebook Users	10%	13%	14%	15%	16%	16%
Non-Facebook Users	90%	87%	86%	85%	84%	84%
All Social Networking Users	100%	100%	100%	100%	100%	100%
<small>A Social Networking user is a unique individual who actively uses at least one social networking site at least once a month. A Facebook user is a unique individual who actively uses one Facebook account at least once a month. The user numbers presented here reflect the average number of genuine, active, unique user accounts (i.e. figures exclude fake and duplicate accounts). All figures refer to user numbers at the end of the year.</small>						
<small>Source: Generator Research</small>						
<small>Read source document & download this table in Excel: www.generatorresearch.com/share/gg83wsh </small>						

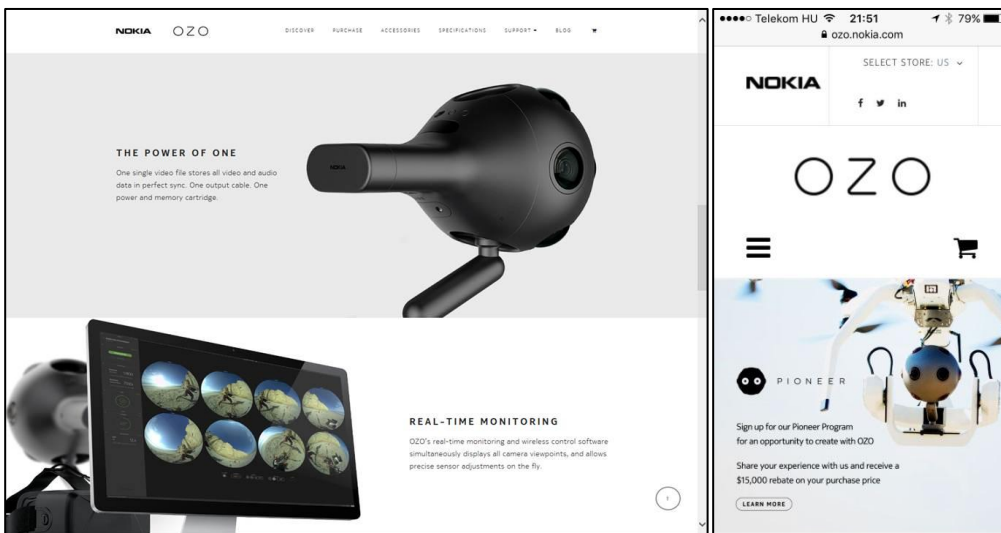
The process of sweeping of on-line tools is accelerated because of mobile tools: smart phones and tablets.

Smart phone is basically a mini-computer with ability of phoning and taking pictures, but it has one advantage against all other computers: it “knows” where it is. Smart phones have GPS connections and inner compass – this ability makes possible to use a lot of useful applications.

Business and institutional communications can use all of these abilities.

Some basic rules and tools which companies and institutions should keep in mind if they want to reach the new generations:

- use “flat designed” web sites. The web sites full of texts, pictures and links frighten off the most users. If the web sites is clear, simple with big picture and some links, it will raise “friendly” emotion;
- web sites should be “responsive”. Responsibility means, that the sites are optimized to PC, to tablets and to smart phones at the same time. The system selects the optimal size, see picture 1;



Picture 1. The Nokia OZO on PC and on smart phone

- the key vehicle to raise (and keep) awareness is storytelling. Storytelling is the most effective way to reach you target groups. It can create even Word-of-Mouth (WoM). If targeting digital natives, you should avoid long texting. Much better to show up pictures or videos (no longer than 2 minutes);
- the social media (the users-driven surfaces) is the key element of the on-line communications. You can use Facebook, YouTube (for viral marketing), Instagram, sometimes even Wikipedia, Pinterest, LinkedIn, Google+, etc.;
- viral marketing (mentioned above) is user-driven disseminating of contents (mostly videos and PowerPoint slide shows). It has two advantages:
 - contents can reach a lot of people who are not on the mailing lists of the creator of the content. This is a “free” disseminating;
 - people who share the contents give their own credibility to this content (“I-liked-it-so-you’ll-like-it-too” effect). This credibility makes the shared content more effective;
 - disseminating plus credibility makes the sharing people “PROSUMER” [5, p. 186-187]. The word comes from “PROducer” and “conSUMER”. These people create bigger awareness and make the contents more effective – and all these for free.
- on Facebook you can create special groups. In these groups you can upload regularly stories (storytelling), pictures, YouTube links. This is good surface for two-way communication. Furthermore you can place paid contents, as well – paid contents are good targetable;
- very important to analyze the reach. There are so called “social media listening” agencies which continuously measure the reach, the click-through and give good feedback in order to refine your messages;

- there is new phenomenon: “New Folklore”. Earlier in the small villages people met in public, communal places: churches, pubs, spinning mills, vineyards, etc. People told stories, fairy tales, they sung folk songs. Now this type of meeting places is on the social media surfaces. People give their creativity to the on-line community – and this community can be composed from people over borders, from different countries, etc. The connective power is the similar interest. Good example of this is the so called “meme”. On-line memes come from creative people who draw caricatures, create funny Photoshop pictures, sing new songs, etc. This is a special art – the old folklore takes a new lease on life.

- the major web shops and similar web portals use “behavioral marketing”. It means that these portals see the clicks, orders of your target groups, and compile them into a “Big Data” database. If user goes up to a social media platform next time, he/she will get paid messages and contents from those portals. It means users always get advertisements according their interests.

3. Summary:

On-line communication changed dramatically in the last 10 years. The digital natives and new technological developments altered the basic philosophy of communications. The traditional idea was: “one-to-many” [6. p. 105-107.] – there was a communicator in the center, and he/she sent messages to the world.

The new idea is: “many-to-many”. All the participants and the stakeholders are content users and content providers at the same time, and they use several tools in order to reach all the others.

It changed the entire business and social communications – and communicators must adapt to it.

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